



**Nisha J. Dent**  
Visual Storyteller

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## ABOUT ME

Hi, my name is Nisha J. Dent. Some call what I do visual design, I call it storytelling. Stories communicate to a wide audience from all ages with the ability to provoke different emotions. My skill sets consist of strategic storytelling and brand identity. With these skills I've captured the ability to form imaginative ideas, vibrant color palettes, systematic thinking, and clear visual communication through numerous platforms.

## EXPERIENCE

### Professional Design Freelancer Consultant

May 2011 to Present

### Interactive Visual Designer at The X Agency

August 2011 to June 2013

- .... Designed the corporate branding of the 2012 Global Fusion Festival for the Philadelphia Multicultural Affairs Congress. Developed and implemented the branding of the festival's primary stage banner and various marketing advertisements placed by media outlets citywide.
- .... Developed the branding for the upcoming Philly Family Reunion campaign presented by the Philadelphia Convention & Visitors Bureau.
- .... Led the re-branding and art direction for one of Philadelphia's new soul food chains 'Victoria's Kitchen'.

### Interactive Designer at JP Morgan Chase

May 2011 to March 2013

- .... Developed instructional How To flash demos for JPM Chase 'Payment and Transfers' user site.
- .... Created web interstitial advertisements for various lines of business within JPM Chase.
- .... Collaborated with art director in developing baseline brand guides for new site launch.

### Junior Graphic Designer at Connexus Technology, LLC

August 2010 to April 2011

- .... Designed promotional web comps.
- .... Collaborated with art director in producing rich media poster advertisements for 'DOW' Chemical Corporation.
- .... Developed the promotional brand identity for the Connexus non-profit subsidiary Shine A Light.

## SKILLS

- .... Abode Suite CS6
- .... Creative Marketing
- .... 360 Branding
- .... Art Direction
- .... Print Design
- .... Web Design
- .... Responsive Design
- .... Creative Writing
- .... Site Mapping
- .... Wire Framing
- .... HTML/CSS
- .... BaseCamp
- .... DropBox
- .... Sharepoint

## EDUCATION

### The University of the Arts

BFA Graphic Design

2006 - 2010